

(15-PM)

Disability Awareness Month

PRINT MEDIA PUBLIC SERVICE ANNOUNCEMENT

Newspapers and magazines often place public service announcements (PSAs) that provide information of general public interest or benefit promoted by a not-for-profit agency or organization, or a government office. In most instances, the print media places public service announcements on an “as space is available” basis. Remember, the publication is running the announcement as a service, so you should not expect specific placement.

Enclosed is this year’s print PSA about Disability Awareness Month. The following instructions will help you place the PSA with local media for publication in March.

Schedules

First, call your local publication(s) and ask who handles public service announcements. Also, ask how far in advance the publication will need your materials. A daily newspaper might only need the materials a week in advance, while a newsletter might require a month or more. Don’t forget to contact all area publications, including daily and weekly newspapers, hospital newsletters and publications, church newsletters, newsletters for organizations (such as your chamber of commerce) and newsletters for major companies.

Format

The PSA is camera-ready artwork and should be handled with care. Scratches and dirt will hinder reproduction quality. Do not fold or photocopy the PSA. (If you need additional copies of the PSA, contact Kim Dennison at (317) 631-6400 (voice), (317) 631-6499 (fax) or kdennison@bjmpr.com (e-mail).) When mailing, place the PSA sheet in a large envelope between two pieces of cardboard. The PSA size we have provided is standard for many publications. Publications with different requirements should be able to adjust the PSA to suit their format.

Localizing the PSA

You might want to localize the print PSA to replace the “Indiana Governor’s Council for People with Disabilities” tag with your organization name. Localization can be accomplished in a few simple steps. First, you’ll need to have your organization name, address and phone number typeset. To determine typeface, contact Ashley Petry at Borshoff Johnson Matthews at (317) 631-6400 (voice), (317) 631-6499 (fax) or apetry@bjmpr.com (e-mail).

Once the new information has been typeset and “pasted up” over the Governor’s Council for People with Disabilities lines by the typesetter, request one or more “photostats” depending on the number of publications you plan to contact. A fresh stat eliminates the risk that the new type will fall off en route to the newspaper or while the newspaper is being produced. Note: We recommend that you obtain a cost estimate from the typesetter before you authorize the work to be done. In some cases, the publication might be willing to do this work for you in-house at little or no charge.

Delivery

If possible, hand-deliver the PSA along with a cover letter (see sample). Personal delivery helps prevent your PSA from getting lost in the shuffle or buried under other mail.

Be sure your cover letter lists the materials you are sending. Also provide a contact person and phone number for whom the publication representative can call for more information. It might encourage the media representative to use your PSA if the executive director or chairperson of your organization signs the letter.

Tracking Coverage

In order to track which publications run the PSA, obtain copies of and review all the publications to which you sent PSA materials.

Follow Up

Follow up with a thank you letter to the publications that run your PSA. The publication representative has “donated” space to help you and will appreciate sincere thanks. The enclosed sample can be used as a guide. We encourage you to personalize your letter(s).

(Sample Cover Letter)

(Date)

Mr. (John Doe)
(Title)
(XYZ Publication)
(123 Main Street)
(Anytown), Indiana (46000)

Dear (Mr. Doe):

March is Disability Awareness Month. On behalf of the (Anytown Support Group for People with Disabilities), I would like to encourage you to take an active role in our celebration by printing the enclosed public service announcement sometime in March.

We believe that educating our community members to recognize that people with disabilities should be treated like everyone else will help us break down barriers and negative attitudes that prevent all community members from leading the fullest, most productive lives possible. The (Anytown Support Group) is planning several activities in conjunction with Disability Awareness Month. (Briefly describe activities.)

Thank you for your interest and support. I have enclosed background materials to give you more information about our organization and about disabilities. If you have questions or need additional information, please call me or (Jack Smith) at (123-4567).

Sincerely,

(Your Name)
(Title)
(Organization)

Enclosures

(Sample Thank You Letter)

(Date)

(Mr. John Doe)
(Title)
(XYZ Publication)
(123 Main Street)
(Anytown), Indiana (46000)

Dear (Mr. Doe):

Thank you for promoting Disability Awareness Month by publishing our public service announcement.

Your generosity helped the (Anytown Support Group for People with Disabilities) remind our community that people with disabilities should be treated like everyone else – like people. As we move toward the 21st century, many of the barriers and negative attitudes facing people with disabilities are being eliminated through comprehensive campaigns and educational tools such as this PSA.

The (Anytown Support Group) commends you for your active participation. We would be happy to serve as a source of information for any of your future activities or stories that relate to people with disabilities.

Sincerely,

(Your Name)
(Title)
(Organization)